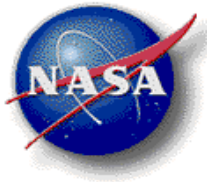


Introduction to Marshall's Office of Strategic Analysis & Communication



How do we position the Center for the Future?

**Where are we starting from?
What's shaping the world we operate in?**

External Environment Assessment

Internal Capability Assessment

Considering what we are, where do we want to go? What are the priorities?

Business Base Forecast & Mission Alignment/Purpose Decisions

Goal-Setting, Prioritization & Investment Decisions

How might we get there?

Infrastructure & Tools

Workforce

Processes

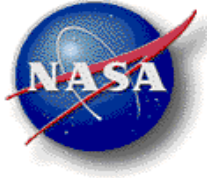
Relationships

Resources

How well are we performing toward those goals?

Stakeholder & Customer Feedback

Performance Measurement



What is needed to make it work?

A Focal Point for Research & Analysis including:

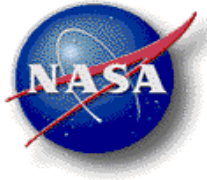
- Stakeholders/Audiences and Agency Strategic Direction & Policy
- Internal Factors (Strengths/Weaknesses)
- External Factors (Opportunities/Threats)
- Cost-estimating

An integrator of information between/among organizations to:

- Understand the business base
- Set agendas for governing bodies
- Define budget strategy
- Measure performance
- Develop critical capabilities (prog. control & mgmt) & tools needed by many

Messages tied tightly to goals to:

- Influence the environment
- Engage audiences
- Communicate value
- Pursue new work

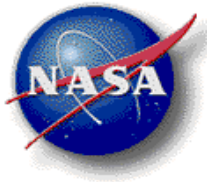


Office of Strategic Analysis & Communication

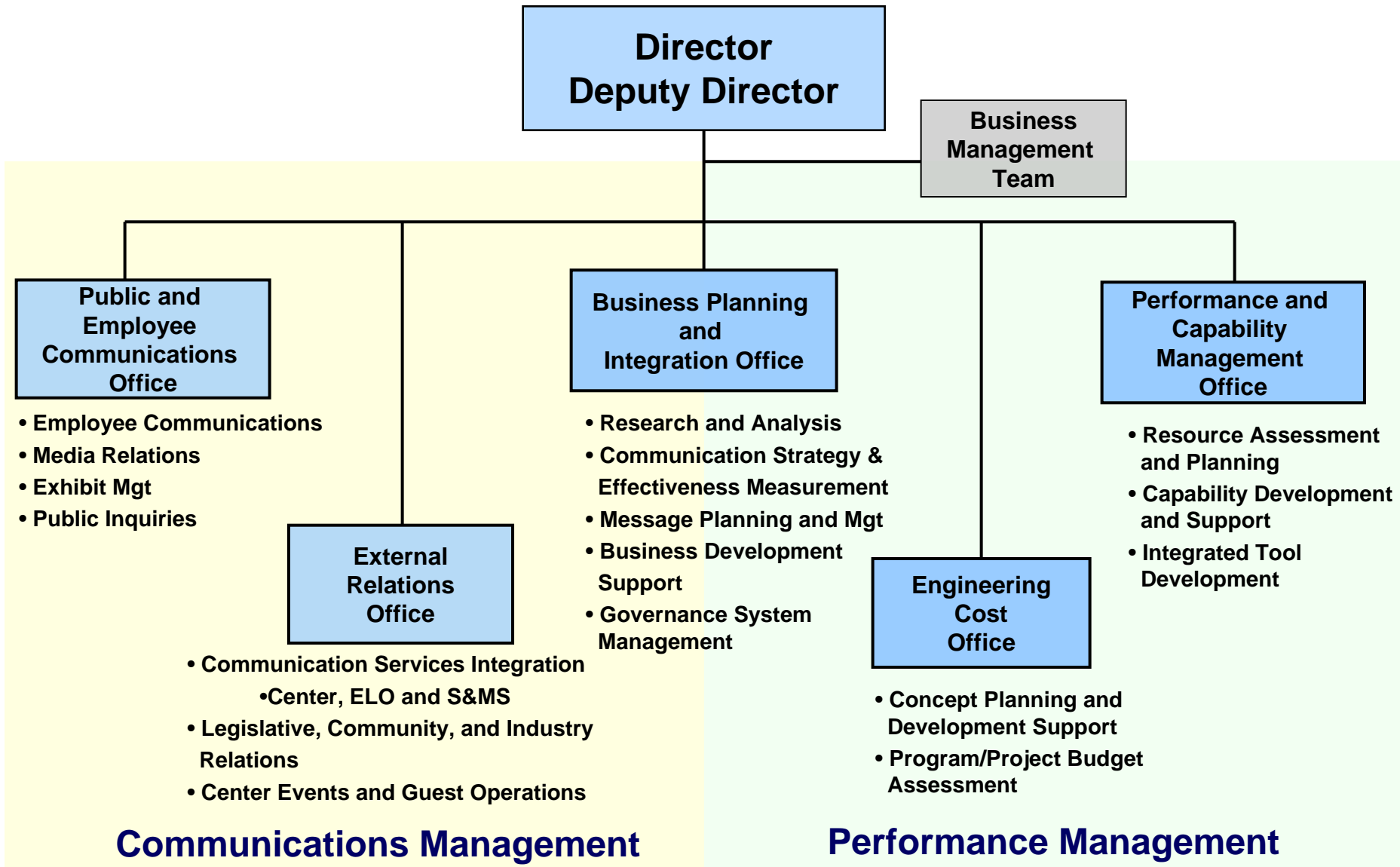
Purpose:

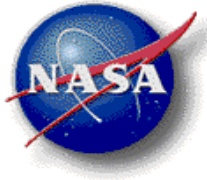
To develop, execute and guide an integrated analysis, planning, and communications capability that **facilitates key Center decisions and relationships** based on:

- *business intelligence*
- *performance assessment*
- *priorities, and*
- *strategy.*



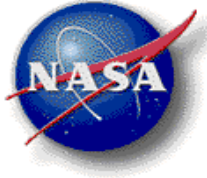
OSAC Organization Chart





Center Goal Statements & Objectives

(additional to Agency guidance)



Why Formulate & Share Goal Statements & Objectives?

- Should be basis on which CM&O budgets are (eventually) developed
- Stating goals provokes dialogue and helps leadership team get on the same page
- Provides a reference to check our decisions and actions against
- Helps us maintain focus on the important over the urgent
- Communicating goals raises workforce awareness of priorities and expectations so they can align their decisions and actions

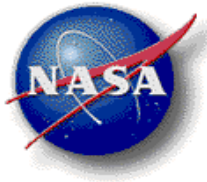


NASA Today

Strategic Priorities

- Fly the **space shuttle**
as safely as possible until its retirement
- Complete the **International Space Station**,
accommodating international partner commitments
and human exploration
- Develop a **balanced overall program** of
science, exploration, and aeronautics
consistent with the new focus on human exploration
- Bring a new
Crew Exploration Vehicle into service
- Encourage partnerships with the emerging
commercial space sector
- **Return to the moon** and make it a base
for later missions to **Mars and beyond**

These priorities should inform all of Marshall's activity.



Marshall Today

As systems developer and integrator for exploration, operations and science missions, Marshall is ...

A gateway for taking America to the moon

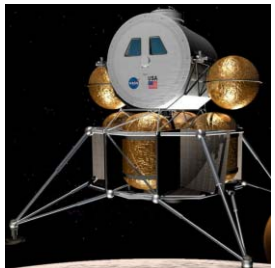
- Ares I Crew Launch Vehicle
- Ares V Cargo Launch Vehicle
- Lunar Surface Access Module

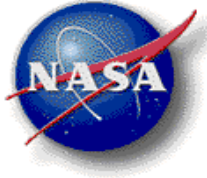
Fulfilling ongoing management responsibilities

- Space shuttle propulsion
- International Space Station element integration & payload operations
- Chandra X-Ray Observatory and Gravity Probe B programs
- Discovery Program and New Frontiers Program

Providing basic and applied research for exploration and discovery

- Space and earth science – research and instrument development
- National Center for Advanced Manufacturing – sophisticated materials development
- Space Optics Manufacturing Technology Center – large optics manufacturing/testing

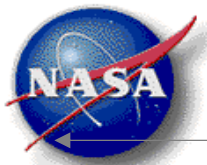




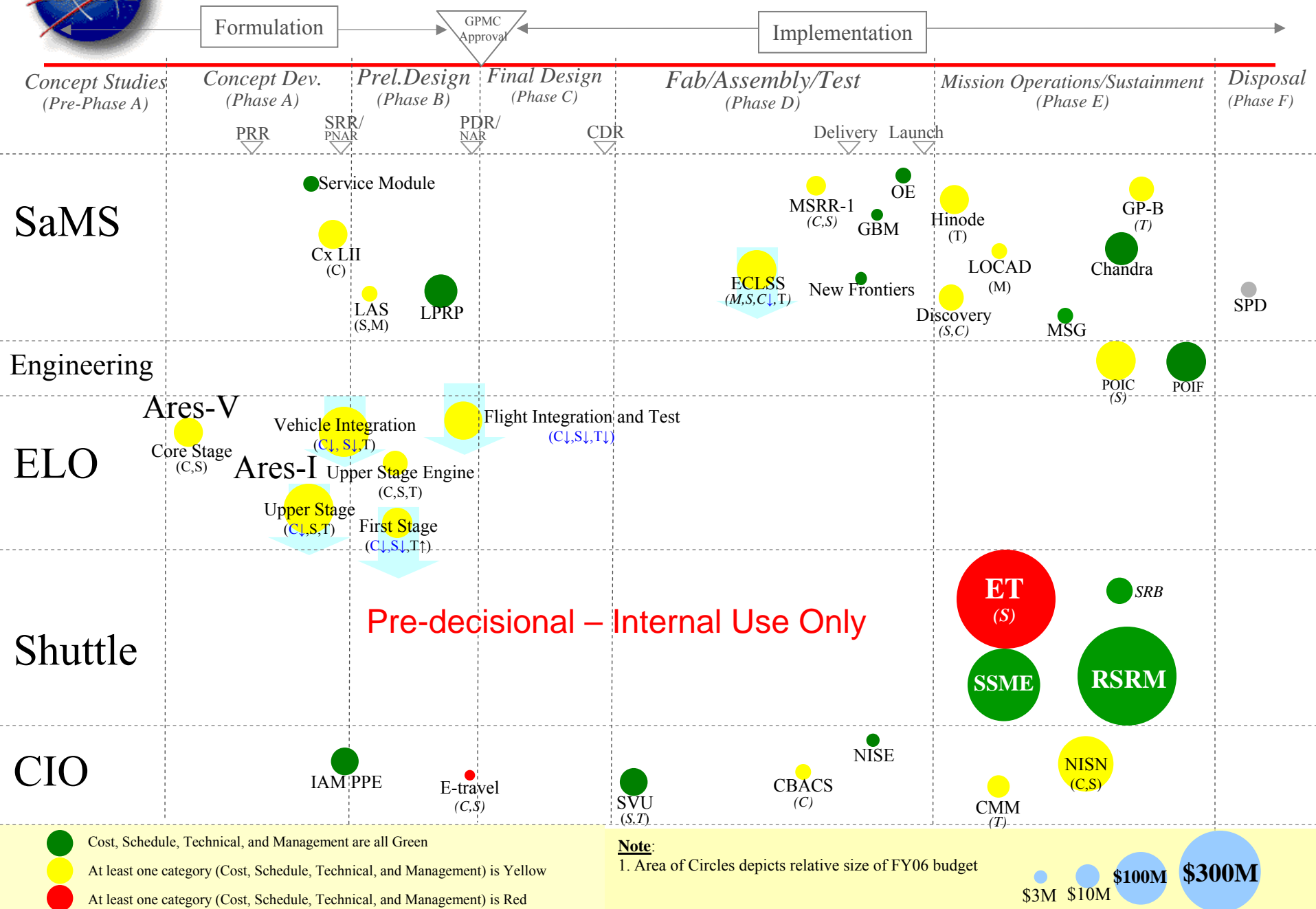
Goal 1: Superior Execution

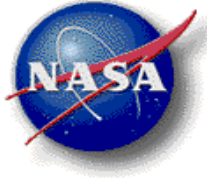
Goal 1: Superior Execution on Assigned Programs & Projects

To seamlessly transition workforce, knowledge, facilities, capabilities, tools, and equipment to support the new exploration programs WHILE safely flying out the Shuttle and completing Station.



Marshall's Mission Portfolio

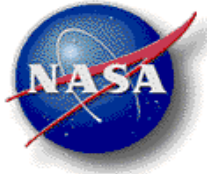




Goal 2: Shaping the Future

Goal 2: Shaping the future of the Agency's space exploration and science

To spearhead innovative, value-adding ways to maximize the benefits from the Agency's missions.



Goal 3: Management Excellence

Goal 3: Organizational Management Excellence

To create a resilient and robust organization in which there is integration, personal accountability, a focus on quality, and front-line engagement by the workforce.

Sub-Goals:

Workforce Planning and Development - Size, shape, and cultivate the workforce to accomplish our present & anticipated missions.

Infrastructure/IT Management - Plan, operate, and sustain the infrastructure that provides program/projects with the facilities, capabilities, tools, and services required for mission success.

Center Management Processes, Practices & Systems - To produce and integrate reliable timely information for efficient and effective resource management to benefit programs/projects and steward the public trust.